



**Idaho Grape Growers & Wine Producers Commission
Annual Meeting and Educational Seminar
Early Registration Deadline February 1, 2014**

Date: February 18-19, 2014

Location: The Boise Hotel and Conference Center
3300 Vista Ave, Boise, ID 83705

Time: *Tuesday 18th*

General Session: 8:30am-5:00pm, Breakfast: 7:30am, Wine Social: 5:00pm

Wednesday 19th

General Session: 12:00pm-4:30pm, Vintage Tasting: 9:00am-12:00pm, 5:00pm No-Host Industry Dinner

Early Registration Cost:

IWC Member \$30 (\$45)

Non-Member \$45 (\$60)

Students Free with ID (must register by deadline)

Please check the session(s) you wish to attend.

_____ Annual Meeting General Sessions

_____ Vintage Tasting Seminar: ***Winemakers Only***. If attending, please email [Shelley Bennett](mailto:Shelley.Bennett@idahowines.org) the current (2013) Vintage wine will be bringing to taste, no later than February 12, 2014.

_____ No-Host Industry Dinner at Castle Ranch Steakhouse. *RSVP required. Please indicate number attending.*

Registration: Please fill out the form below and mail/email/fax it to the IWC with your payment. We now take credit cards.

Attendee Name: _____

Company: _____

Email: _____

Contact Number: _____

Idaho Grape Growers & Wine Producers Commission
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**Idaho Grape Growers & Wine Producers Commission
Annual Meeting and Educational Seminar
Detailed Agenda
February 18-19, 2014**

Industry Updates

Moya Shatz Dolsby will give an update on the Idaho Wine Commission, with a retrospective look at what the commission has been working on and how it is affecting the industry, as well as an overview on the last year's educational seminars and highlight how far we've come. Roger Batt, our legislative educator, will give us an update, explaining the legislative changes that have occurred in the last year and what is currently being worked on.

Idaho State Tax Commission

Clarification on tax issues, reporting and processes.

Red Sky PR How to Perfect the Elevator Pitch

Research and Vineyard Updates

Michelle Moyer

Legislative Updates

Customer Service and Marketing

Marketing Panel: What's your plan?

A discussion panel covering topics of putting together a good marketing and business plan: who's the audience, what resources are available, how can you drive business with that plan? It is never too late to make a plan or modify your existing one.

Wine Law Seminar

Hawley Troxell attorneys will cover topics that every business owner in this growing industry should be aware of, including leasing, tax regulations, intellectual property protection, and employment issues.

Vintage Tasting

This year we have once again incorporated the Vintage Retrospective Tasting. The goal of this tasting is to provide an opportunity for producers and growers alike to evaluate and discuss the characteristics of the 2013 Idaho Vintage in a casual and informative environment to distinguish regional and vintage specific traits as the Idaho Wine Industry evolves. Participating members will taste through the six different comparative varietal panels in small tasting groups with guidance from a moderator. Small group discussions will take place throughout the tasting and the event will conclude with a larger group discussion. Varietal panels include Riesling, Chardonnay, Miscellaneous Whites, Cabernet Sauvignon, Syrah, and Miscellaneous Reds. If you would like to participate in the tasting and have your wine tasted, please contact [Shelley](#) at the Idaho Wine Commission. Three bottles of wine per variety are requested to ensure adequate sampling volume (excess bottles can be picked-up after the tasting). We are looking to sample this year's 2013 vintage. Wine that is still in barrel or unlabeled bottles are welcomed. We hope to have as much participation as possible.



February 18-19, 2014 Annual Meeting Agenda
The Boise Hotel and Conference Center
Boise, ID

February 18, 2014

7:30-8:15am	Breakfast <i>Peregrine Room</i>
7:30-8:30am	Registration <i>Industry surveys will be handed out at check-in, please fill yours out and return prior to receiving lunch ticket.</i>
8:30am-5:00pm	General Meeting <i>Cascade Room</i>
8:30-8:40am	Welcome Message from the Chairman
8:40-10:00am	Industry Update Overview Show & Tell – <i>What have we been working on</i> Questions
10:00-10:15am	Break
10:15-10:20am	Exhibitor Introduction
10:20-10:35am	Rizen – <i>What they've done for us</i>
10:35-10:40am	Exhibitor Introduction
10:40am-12:05pm	Idaho State Tax Commission
12:05-1:00pm	LUNCH - <i>Please present Industry Survey to receive lunch pass</i> <i>Peregrine Room</i>
1:00-2:30pm	Red Sky PR – <i>How to Perfect Your Elevator Pitch</i>
2:35-2:40pm	Exhibitor Introduction
2:40-2:50pm	Break
2:50-3:50pm	Michelle Moyer, PhD. Assistant Professor, Department of Horticulture Viticulture

Extension, WSU – *Research and Vineyard Updates, Disease and Pest Management*

- 3:50-4:00pm Idaho Wine Education Scholarship Recipient
- 4:00-5:00pm Mark Chandler, Wine America & Roger Batt, Legislative Educator – *Legislation, An in-depth look into what is relevant to our industry and what has been changing in our state and around the nation*
- 5:00-6:30pm Wine Social

February 19, 2014

- 8:30-9:00am Check-in for Vintage Tasting
- 9:00-12:00pm Vintage Tasting – Moderated by Kathryn House
Alpine Room
Winemakers Only
- 11:30-12:00pm Check-in for General Session
- 12:00am-4:30pm General Meeting
Cascade Room
- 12:00-12:45pm LUNCH
Peregrine Room
Lunch Speaker – Diane Norton, Department of Tourism
- 12:45-2:00pm Donnie Winchell, Ohio Wine Producers Association – *Customer Service, How Marketing is Changing & How You Can Utilize It to Drive Sales and Wine Clubs*
- 2:05-3:00pm Marketing Panel –*What's Your Plan?*
Gregg Alger - Huston Vineyards
Nicole Button - Precept Wines
Noah Bryan - Core Concepts
Shelia Francis - *Payette Brewing*
- 3:05-4:30pm Law Seminar – *Hawley Troxell attorneys will cover topics that every business owner in this growing industry should be aware of, including leasing, tax regulations, intellectual property protection, and employment issues.*
- 4:30pm Program Concluded

A No-Host Industry Dinner at the Castle Ranch Steakhouse following the conclusion of the program. RSVP at time of registration is required to attend.

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